

07-05-2000

6.2.00

Form PTO-1594

**RECORD**  
**TR**

101396138

U.S. Department of Commerce

Patent and Trademark Office

To the Commissioner of Patents and Trademarks: **Please record the attached original documents or copy thereof.**

1. Name of conveying party(ies):

**Coast Business Credit, a division of Southern Pacific Bank**

- ☐ Individual(s)
 ☒ Corporation-CA  
☐ General Partnership
 ☐ Association  
☐ Limited Partnership  
☐ Other: \_\_\_\_\_

Additional name(s) of conveying party(ies) attached?

Yes ☐ No ☒

3. Nature of conveyance:

- ☒ Assignment
 ☐ Security Agreement  
☐ Merger
 ☐ Change of Name  
☐ Other: \_\_\_\_\_

Execution Date: May 23, 2000

2. Name and address of receiving party(ies):

**Snak Alliance Inc.  
c/o Irell & Manella LLP**

Street Address:

**1800 Avenue of the Stars**

City / State:

**Los Angeles, CA 90067**

- ☐ Individual(s)
 ☒ Corporation-OR  
☐ General Partnership
 ☐ Association  
☐ Limited Partnership  
☐ Other: \_\_\_\_\_

☐ If Assignee is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be separate document from Assignment.)

Additional name(s) of conveying party(ies) attached?

Yes ☐ No ☒

4. Trademark Application Number(s) or Registration Number(s):

A. Trademark Application No.(s)

434237

Additional numbers attached?

B. Registration No.(s)

**See Attached List**☒ Yes ☐ No

5. Name and address of party to whom correspondence concerning documents should be mailed:

Name: **Jane Shay Wald, Esq.**  
 Address: **Irell & Manella LLP**  
**1800 Avenue of the Stars**  
**Suite 900**

City: **Los Angeles**  
 State: **CA**  
 Zip: **90067**

6. Total no. of applications and registrations involved: 27. Total fee (37 CFR 3.41): \$ 65.00

- ☒ Enclosed  
☐ Authorized to charge to deposit account

8. Deposit account number: **09-0946****DO NOT USE THIS SPACE**

9. Statement and signature:

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

07/05/2000 ASCOTT 00000059 434237

01 FE:481  
02 FE:48240.00 DP  
25.00/OP

Jane Shay Wald  
 Name of person signing

Jane Shay Wald  
 Signature

June 2, 2000  
 Date

Total number pages including cover sheet, attachments, and documents: 11

Attachment to Trademark Assignment between Coast Business Credit  
and Snak Alliance Inc.

| <b>Trademark</b>         | <b>Registration No.</b> | <b>Issue Date</b> |
|--------------------------|-------------------------|-------------------|
| GRANNY GOOSE &<br>Design | 434,237                 | November 11, 1947 |
| GRANNY GOOSE &<br>Design | 433,728                 | October 28, 1947  |

## TRADEMARK ASSIGNMENT

WHEREAS, COAST BUSINESS CREDIT, a division of SOUTHERN PACIFIC BANK, a California corporation, with an address at 12121 Wilshire Blvd., Ste. 1400, Los Angeles, California 90025, in its capacity as secured creditor of GRANNY GOOSE FOODS, INC. ("Assignor"), in furtherance of its foreclosure of certain assets pursuant to California Commercial Code Section 9504, has rights in and to certain trademarks, service marks, trade names and logos used or adopted in or in connection with the business of Assignor, and all derivative, related and combined marks, together with the goodwill of the business symbolized thereby, including without limitation the trademarks and trademark applications identified on Exhibit "A" attached hereto (collectively, the "Marks").

WHEREAS, SNAK ALLIANCE INC., an Oregon corporation, with an address at c/o Irell & Manella LLP, 1800 Avenue of the Stars, Los Angeles, CA 90067 ("Assignee"), is desirous of acquiring all of Assignor's right, title and interest in and to the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor purports, and subject to, the terms of a Bill of Sale of even date from Assignor to Assignee, quitsclaims, without warranty or recourse of any kind, to Assignee, and Assignee's successors and assigns, Assignor's entire right, title, and interest, if any, in and to the Marks, together with the goodwill of the business associated therewith, all common law and statutory right, title and interest in the Marks, all rights of registration, maintenance, renewal and protection thereof, and all rights of recovery and of legal action for past infringements and of opposition and/or cancellation proceedings for protection of the Marks. Assignor hereby authorizes Assignee, its successors and assigns to the fullest extent permitted by applicable law, to file in its own name applications for trademark and/or service mark registration in the United States and in foreign countries in connection with the Marks, and to secure in its own name the registrations granted thereon.

IN WITNESS WHEREOF, Assignor has duly executed this trademark Assignment on this 23rd day of May, 2000.

COAST BUSINESS CREDIT, a division of  
SOUTHERN PACIFIC BANK

BY: 

NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

## TRANSFERRED ASSETS

1. Excepting only the trademarks set forth in Schedule 2 attached hereto (the "Excluded Marks"), all Granny Goose Foods, Inc. trademarks and related trademarks, registered and/or unregistered, including common law marks (in each case, including related words, logos, package design and trade dress), including without limitation the trademarks set forth in Schedule 1 attached hereto (all such trademarks, except the Excluded Marks, the "Marks");

2. Excepting only the trade names set forth in Schedule 2 attached hereto (the "Excluded Names"), all Granny Goose Foods, Inc. trade names and DBAs, including without limitation the trade name "Granny Goose", and all variations thereof (all such trade names, except the Excluded Names, the "Trade Names");

3. All trademark applications and registrations for the Marks in the U.S. Patent and Trademark Office and certain states of the United States and certain other countries, including without limitation the applications and registrations identified in Schedule 1 attached hereto;

4. All goodwill of the business symbolized by or associated with any of the Marks or the Trade Names;

5. The trademark files, including application and registration files relating to the Marks, and all rights and privileges relating thereto (including without limitation attorney-client privileges with respect to Granny Goose Foods, Inc. trademark counsel);

6. All design masters, films and plates, and other property embodying or used in making packaging or other items bearing any of the Marks or the Trade Names;

7. Any license or royalty rights, but no license or royalty obligations, arising from or relating to any of the Marks or the Trade Names;

8. All causes of action, choses in action, rights in litigation presently or hereafter pending for any cause or claim (whether in contract, tort or otherwise), and all judgments now or hereafter arising therefrom, in each case arising from or relating to claims based in any way upon any of the Marks or the Trade Names;

9. All corporate or other business records, customer lists, proprietary information, computer programs, inventions, designs, drawings, blueprints and plans, in each case arising from or relating to any of the Marks or the Trade Names or the associated goodwill (and, in each case, whether in paper, magnetic, electronic or other form, including discs, tapes and tape files), and including without limitation all Granny Goose Foods, Inc. customer lists and other data for the products sold under the Marks and the Trade Names; and

10. All other general intangibles in the nature of any of the foregoing embodying, relating to or arising out of any of the Marks or the Trade Names.

SCHEDULE 1

TRADEMARKS, INCLUDING BUT NOT  
LIMITED TO TRADEMARK APPLICATIONS  
AND TRADEMARK REGISTRATIONS  
RELATING THERETO

| <u>Trademark</u>                                     | <u>Registration<br/>Number</u> | <u>Country</u> |
|--|--------------------------------|----------------|
| Country Crisp  | 1,341,158                      | USA            |
| Idaho Rusch Chips                                    | 1,501,143                      | USA            |
| 1 <sup>st</sup> Place Flavor & Design                | 1,552,129                      | USA            |
| <del>Wagon Wheel (reg. has been cancelled)</del>     | <del>1,829,915</del>           | <del>USA</del> |
| Dippers (reg. has expired)                           | 566,096                        | USA            |
| Golden Delights                                      | 1,877,187                      | USA            |
| Crunchi-O's (reg. has expired)                       | 1,009,220                      | USA            |
| Grandma Goodwin's (reg. has expired)                 | 1,095,372                      | USA            |
| <del>La Famosa</del>                                 | <del>968,310</del>             | <del>USA</del> |
| Clover Club  | 1,549,338                      | USA            |
| Granny Goose   | 951,462                        | USA            |
| <del>El Dorado (reg. has been cancelled)</del>       | <del>1,055,441</del>           | <del>USA</del> |
| <del>El Dorado (reg. has been cancelled)</del>       | <del>1,567,105</del>           | <del>USA</del> |
| Hod Sanders' Clover Club & Design                    | 1,261,052                      | USA            |
| Red Seal (reg. has been cancelled)                   | 1,718,424                      | USA            |
| Granny Goose   | 1,001,603                      | USA            |
| Granny Goose & Full Body Goose Design                | 1,319,610                      | USA            |
| <del>Granny Goose &amp; Full Body Goose Design</del> | <del>1,319,610</del>           | <del>USA</del> |
| Goose Head Cameo Design                              | 1,319,609                      | USA            |
| Chippies   | 1,386,188                      | USA            |
| <del>Compass</del>                                   | <del>1,001,602</del>           | <del>USA</del> |
| Full Body Goose & Window Design                      | 1,001,602                      | USA            |
| <b>FLAVOR DESTINATIONS (UNREGISTERED)</b>            |                                |                |
| <b>GRANNY GOOSE</b>                                  | <b>999,786</b>                 | <b>USA</b>     |

| <u>Trademark</u>   | <u>Registration<br/>Number</u> | <u>Country</u>        |
|--|--------------------------------|-----------------------|
| The Whole Earth  | 980,450                        | USA                   |
| Granny Goose & Full Body Goose with Apron<br>(and Sombrero) Design | 434,237                        | USA                   |
| Whiffen Chips [reg. has expired]                                   | 614,057                        | USA                   |
| Granny Goose & Full Body Goose with Apron<br>Design                | 433,728                        | USA                   |
| <del>Piestas</del>   | <del>876,650</del>             | <del>USA</del>        |
| Head of Goose Design   | 899,785                        | USA                   |
| <del>Not a Shake</del> less Flavor & Design                        | 1,327,266                      | USA                   |
| Overland Trail [reg. may be canceled]                              | 1,821,539                      | USA                   |
| <del>Krazy Korn</del>  | <del>767,659</del>             | <del>USA</del>        |
| Party Chips  | 738,310                        | USA                   |
| Riplets [reg. has expired]   | 667,801                        | USA                   |
| <del>Laura Scudder's &amp; Design</del>                            | <del>512,759</del>             | <del>USA</del>        |
| Granny Goose Ripples & Design                                      | 1,927,608                      | USA                   |
| Betty Lou [reg. has expired]                                       | 1,024,257                      | USA                   |
| Mom's Old Fashioned  | 1,840,724                      | USA                   |
| Old San Francisco Style & Design                                   | 1,408,774                      | USA                   |
| Snaps  | 705,655                        | USA                   |
| Tom Sawyer & Design  | 750,267                        | USA                   |
| 50% Less Salt Not a Shake Less Flavor &<br>Design                  | 1,332,461                      | USA                   |
| <del>Krazy Korn</del>  | <del>74382</del>               | <del>California</del> |
| <del>Krazy Korn</del>  | <del>70199</del>               | <del>California</del> |
| Ripples  | 70221                          | California            |
| Spudettes [reg. has expired]                                       | 70271                          | California            |

| <u>Trademark</u>                 | <u>Registration<br/>Number</u> | <u>Country</u> |
|----------------------------------|--------------------------------|----------------|
| Ripples [reg. has expired]       | 156121                         | Hawaii         |
| Chippers [reg. has expired]      | No Number                      | Nevada         |
| Crunchi-O's                      | SN 1852474                     | Argentina      |
| Crunchi-O's                      | SN 1875397                     | Argentina      |
| Crunchi-O's                      | 8575                           | Bahrain        |
| Granny Goose •                   | 161,763                        | Canada         |
| Crunchi-O's                      | 328682                         | Canada         |
| Granny Goose                     | 88,961                         | Costa Rica     |
| Granny Goose Full Body Design    | 173,714                        | Columbia       |
| Granny Goose                     | 708 of 1971                    | Hong Kong      |
| Granny Goose Full Body Design    | 709 of 1971                    | Hong Kong      |
| Crunchi-O's                      | B1538/1982                     | Hong Kong      |
| Granny Goose                     | Pending                        | Indonesia      |
| Granny Goose Full Body Design    | Pending                        | Indonesia      |
| Granny Goose                     | 850,566                        | Japan          |
| Granny Goose Full Body Design    | Pending                        | Japan          |
| Crunchi-O's                      | 10932                          | Kuwait         |
| Granny Goose Full Body Design    | MA572093                       | Malaysia       |
| Ripples                          | MA572093                       | Malaysia       |
| Granny Goose                     | 425,136                        | Mexico         |
| Granny Goose Full Body Design    | 501,585                        | Mexico         |
| Old San Francisco Style & Design | 48718975                       | Mexico         |
| Granny Goose                     | 36247                          | Panama         |
| Hawaiian Style Potato Chips      | R-9247                         | Panama         |
| Potato Chips                     | R-9361                         | Panama         |
| Sour Cream & Onion Potato Chips  | R-9346                         | Panama         |

| <u>Trademark</u>              | <u>Registration<br/>Number</u> | <u>Country</u> |
|-------------------------------|--------------------------------|----------------|
| Crunchi-O's                   | 036373                         | Panama         |
| Granny Goose-Full Body Design | 36245                          | Panama         |
| Granny Goose                  | 730,563                        | P.R.C.         |
| Granny Goose Full Body Design | 735,196                        | P.R.C.         |
| Ripples                       | 733,889                        | P.R.C.         |
| Ripples                       | 630,141                        | P.R.C. Taiwan  |
| Granny Goose                  | 382093                         | Singapore      |
| Granny Goose Full Body Design | 620587                         | Singapore      |
| Granny Goose                  | KOR37204                       | Thailand       |
| Granny Goose Full Body Design | 141571                         | Thailand       |
| Ripples                       | KOR 19430                      | Thailand       |



| Trademark                        | Reg. No.             | Reg. Date           | Country        |
|----------------------------------|----------------------|---------------------|----------------|
| Country Crip                     | 1,341,158            | 12/05/90            |                |
| Idaho Russ Chips                 | 1,501,142            | 10/13/88            |                |
| 1st Place Flavor & Design        | 1,552,129            | 09/15/89            |                |
| <del>Moroccan's</del>            | <del>0380384</del>   | <del>05-85</del>    |                |
| Dippers                          | 666,069              | 06/19/58            |                |
| Golden Delights                  | APP No. 264,605      | Pending             |                |
| Crunchi-O's                      | 1,009,220            | 04/22/75            |                |
| Grandma Goodwies                 | 1,095,372            | 07/04/78            |                |
| <del>in France</del>             | <del>068,310</del>   | <del>09-11-73</del> |                |
| Clover Club                      | 1,549,338            | 07/25/89            |                |
| <del>El Dorado</del>             | <del>1,633,441</del> | <del>04-06-94</del> |                |
| <del>El Dorado</del>             | <del>1,667,486</del> | <del>11-01-93</del> |                |
| Hod Sanders Clover Club & Design | 1,261,052            | 12/13/83            |                |
| Red Seal                         | 1,718,424            | 09/22/92            |                |
| Granny Goose                     | 161,763              | 03/21/84            | Canada         |
| Granny Goose                     | 730,563              | 02/21/93            | P.R.C.         |
| Granny Goose                     | 88,961               | 10/24/94            | Costa Rica     |
| Granny Goose                     | 708 of 1971          | 08/06/70            | Hong Kong      |
| Granny Goose                     | Pending              | 06/12/96            | Indonesia      |
| Granny Goose                     | 950,566              | 03/25/70            | Japan          |
| Granny Goose                     | 425,136              | 11/11/92            | Mexico         |
| Granny Goose                     | 36247                | 01/14/86            | Panama         |
| Granny Goose                     | 382093               | 05/21/93            | Singapore      |
| Granny Goose                     | KOR37204             | 12/08/94            | Thailand       |
| Granny Goose                     | 1001603              | 01/14/85            | USA            |
| Granny Goose Full Body Design    | 735,196              | 09/14/95            | P.R.C.         |
| Granny Goose Full Body Design    | 173,714              | 01/30/95            | Columbia       |
| Granny Goose Full Body Design    | 709 of 1971          | 08/06/70            | Hong Kong      |
| Granny Goose Full Body Design    | Pending              | 06/12/96            | Indonesia      |
| Granny Goose Full Body Design    | Pending              |                     | Japan          |
| Granny Goose Full Body Design    | MA572093             | 07/15/95            | Malaysia       |
| Granny Goose Full Body Design    | 901,585              | 08/29/95            | Mexico         |
| Granny Goose Full Body Design    | 36245                | 02/26/95            | Panama         |
| Granny Goose Full Body Design    | 620587               | 12/23/87            | Singapore      |
| Granny Goose Full Body Design    | 141571               | 12/19/69            | Thailand       |
| Granny Goose Full Body Design    | 1319610              | 02/21/85            | USA            |
| Ripples                          | 733,889              | 03/07/95            | P.R.C.         |
| Ripples                          | 630,141              | 02/01/94            | P.R.C. Taiwan  |
| Ripples                          | MA572093             | 08/05/95            | Malaysia       |
| Ripples                          | KOR19430             | 01/13/94            | Thailand       |
| Old San Francisco Style & Design | 48718975             | 04/12/95            | Mexico         |
| Hawaiian Style Potato Chips      | R-9247               | 01/24/85            | Panama         |
| Potato Chips                     | R-9361               | 02/22/85            | Panama         |
| Sour Cream & Onion Potato Chips  | R-9346               | 02/22/85            | Panama         |
| <del>Seedites</del>              | <del>1249811</del>   | <del>08-23-93</del> | <del>USA</del> |
| Casno Gouss Design               | 1319609              | 02/22/85            | USA            |
| Chippies                         | 1386188              | 03/11/86            | USA            |
| <del>Compucho</del>              | <del>1500210</del>   | <del>03-11-86</del> | <del>USA</del> |

|                                    |                   |                     |                           |
|------------------------------------|-------------------|---------------------|---------------------------|
| Granny Goose & Window Design       | 1001602           | 01/14/75            | USA                       |
| Granny Goose with Apron            | 434237            | 11/11/87            | USA                       |
| Granny Goose and Design            | 433728            | 10/28/87            | USA                       |
| Head of Goose Design               | 199785            | 09/29/90            | USA                       |
| <del>Krazy Kava</del>              | <del>767689</del> | <del>03/31/84</del> | <del>USA</del>            |
| Not a Shake less Flavor (Stylized) | 1327266           | 03/26/85            | USA                       |
| Overland Trail                     | 18121539          | 02/15/94            | USA                       |
| Party Chups                        | 738310            | 09/25/62            | USA                       |
| Ripples                            | 667801            | 09/30/78            | USA                       |
| Ripples Design                     | 1927608           | 10/17/95            | USA                       |
| SNAPS                              | 705655            | 10/11/60            | USA                       |
| Tom Sawyer & Design                | 750267            | 05/22/63            | USA                       |
| 50% less salt not a shake          |                   |                     |                           |
| less flavor design                 | 1332461           | 04/23/85            | USA                       |
| <del>Krazy Kava</del>              | <del>94499</del>  | <del>11/08/79</del> | <del>USA California</del> |
| Ripples                            | 70221             | 05/22/93            | USA California            |
| Spudettes                          | 70271             | 06/30/76            | USA California            |
| Ripples                            | 156121            | 07/21/93            | USA Hawaii                |
| Chippers                           | No Number         | 12/14/94            | USA Nevada                |

| Mark            | Serial<br>Registration No. | Filing/<br>Reg. Date | Country   |
|-----------------|----------------------------|----------------------|-----------|
| Dippers         | 666,096                    | 8/19/58              | U.S.      |
| Golden Delights | SN 264,605                 | 4/10/92 Filed        | U.S.      |
| Crunchi-O's     | 1,009,220                  | 4/22/75              | U.S.      |
| Crunchi-O's     | SN 1852474                 | 8/11/92 Filed        | Argentina |
| Crunchi-O's     | SN 1879397                 | 4/12/93 Filed        | Argentina |
| Crunchi-O's     | 8579                       | 7/28/84              | Bahamas   |
| Crunchi-O's     | 328682                     | 6/12/87              | Canada    |
| Crunchi-O's     | B1538/1982                 | 7/9/80               | Hong Kong |
| Crunchi-O's     | 10932                      | 1/28/80              | Kuwait    |
| Crunchi-O's     | 036373                     | 9/12/85              | Panama    |

EXCLUDED TRADEMARKS

| <u>Trademark</u>                  | <u>Registration Number</u> | <u>Country</u> |
|-----------------------------------|----------------------------|----------------|
| Mamacita's [reg. may be canceled] | 1,829,935                  | USA            |
| La Famous                         | 968,310                    | USA            |
| El Dorado [reg. may be canceled]  | 1,833,441                  | USA            |
| El Dorados [reg. may be canceled] | 1,567,406                  | USA            |
| Bocaditos                         | 1,249,511                  | USA            |
| Compadres                         | 1,386,210                  | USA            |
| Fiestas                           | 876,659                    | USA            |
| Krazy Korn                        | 767,659                    | USA            |
| Padrinos and Design               | 1,662,647                  | USA            |
| Krazy Korn                        | 74382                      | California     |
| Krazy Korn                        | 34199                      | California     |